

Message Text

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PAGE 01 MEXICO 02350 172218Z

73

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W
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R 171857Z MAR 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 6728

USDOC WASHDC

INFO AMCONSUL CIUDAD JUAREZ UNN

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MATAMOROS UNN

AMCONSUL MAZATLAN UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

AMCONSUL NUEVO LAREDO UNN

AMCONSUL TIJUANA UNN

UNCLAS MEXICO 2350

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: CCP THIRD QUARTER STATUS REPORT

REF: COUNTRY COMMERCIAL PROGRAM FOR MEXICO, FY1975, MEXICO 9910,
11/25/74; MEXICO 10538, 12/17/74; STATE 277134, 12/18/74;
MEXICO 1813, 2/28/75.

MEETING OF COUNTRY TEAM TASK FORCE HELD MARCH 13 TO REVIEW
CCP THIRD QUARTER FY1975 RESULTS. STATUS OF CCP GIVEN BELOW.
ONLY DEVELOPMENTS NOT RECORDED IN REFERENCED TELEGRAMS ARE
REPORTED.

ACTION A-1-A: FORMULATE AND IMPLEMENT CAMPAIGNS.

CAMPAIGN #1 - TEXTILE MACHINERY (KOHN)

1.1 TEXTILE EXHIBITION AT TRADE CENTER HAS BEEN DROPPED. NO
NEW DATE YET SCHEDULED. SUMMARY EXHIBIT PLAN WILL BE
SCHEDULED IN CONNECTION WITH SHOW. FULL SURVEY OF
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PAGE 02 MEXICO 02350 172218Z

MEXICAN TEXTILE INDUSTRY REPORTED A-413 (9/10/74).

REPORT ON SYNTHETIC FIBER PRODUCTION WILL BE COMPLETED
APRIL 76.

1.6 VISITS OUTSIDE D.F. TO BE SCHEDULED WHEN TRADE CENTER
EXHIBITION RESCHEDULED.

2.3 FOLLOW-UP AIRGRAM 3/75.

CAMPAIGN # 2 - POLLUTION CONTROL EQUIPMENT (KOHN)

1.1 TRADE CENTER DID NOT PREPARE ITS OWN MARKET RESEARCH.
MARKET SURVEY WAS CARRIED OUT BY OUTSIDE CONTRACTOR 12
12/74.

1.2 4/75 BY COMMERCIAL INTELLIGENCE SECTION.

1.5 CM WILL VISIT SEVERAL CITIES WITH CONCENTRATION OF
POLLUTION INDUSTRIES, TRAVEL FUNDS PERMITTING, 6/75.

CAMPAIGN #3 - EQUIPMENT AND ENGINEERING SERVICES FOR IRON
AND STEEL INDUSTRY (PLANTY).

1.1 REPORT COMPLETED DEC. 7/74.

1.2 THIS IS AN ON GOING AND CURRENT ACTIVITY; CM
IDENTIFYING KEY DM'S THROUGH REGULAR VISITS AND
PHONE CALLS.

1.3 INFORMATION BEING UPDATED AND PERSONAL CONTACTS RE-
NEWED THROUGH VISITS TO IMPORTANT DM'S.

1.4 THIS IS AN ONGOING ACTIVITY; CM ESTABLISHING AND
RENEWING NECESSARY CONTACTS.

1.5 ONGOING ACTIVITY.

1.6 CM WILL INCREASE SUBSTANTIVE REPORTING THROUGH FINAL
QUARTER OF FY 75.

2.3 NO METALLURGICAL EXHIBITION OR PROMOTION CURRENTLY
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PAGE 03 MEXICO 02350 172218Z

SCHEDULED FOR FY 76.

3.1 ONGOING ACTIVITY. LISTS HAVE BEEN SUPPLIED ON REQUEST.

CAMPAIGN #4 - MACHINE TOOLS (KOHN)

2.1 COMPLETED; MOST DONE BY MONTERREY IN CONNECTION WITH
ITS CATALOG SHOW.

CAMPAIGN #5 - MINING AND PETROLEUM EQUIPMENT (STEMPLE)

1.1 MARKET STUDY COMPLETED 2/7/75.

1.3 COMPLETED.

2.1 COMPLETED.

2.2 COMPLETED.

CAMPAIGN #6 - PRINTING & GRAPHIC ARTS EQUIPMENT (KOHN)

2.2 EMBASSY HAS NOT RECEIVED PRINTOUT TO COMPLETE 2.1

CAMPAIGN #7 - NEEDLETRADE EQUIPMENT AND MACHINERY (KOHN).

1.1 CM WILL PREPARE A POST INITIATED MARKET RESEARCH
SURVEY. WILL INCLUDE RESULTS OF 2ND NEEDLETRADES SHOW
OF CAMARA NACIONAL DE LA INDUSTRIA DEL VESTIDO 6/75.

1.2 COMPLETED BUT WILL REFINE FURTHER IN CONNECTION
WITH SURVEY.

1.5 CM WILL VISIT GUADALAJARA TO ATTEND APPAREL INDUSTRY
CONVENTION 5/75.

2.1 IN CONNECTION WITH 1.1

2.2 TEXPO COMPLETED (141 VISITORS) BOBBIN SHOW COMPLETED
(263 VISITORS) WAM SHOW COMPLETED (30 VISITORS).

2.3 COMPLETED.

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PAGE 04 MEXICO 02350 172218Z

2.5 TC JEEP WAS SCHEDULED AND CANCELLED TWICE, ONCE FOR
CONFLICTING WITH BOBBIN SHOW, AND OTHER FOR CONFLICTING
WITH APPAREL CONVENTION.

2.6 AS USTC SHOW CANCELLED, CM WILL PROMOTE PARTICIPATION
BY US MANUFACTURERS IN CNIV NEEDLETRADES SHOW 6/75.

CAMPAIGN #8 - WOODWORKING MACHINERY (GWYNNE).

1.1 CM COLLECTED MATERIAL FOR MARKET STUDY.

1.2 CM DEVELOPED LIST OF WOODWORKING INDUSTRY TRADE
ASSOCIATIONS AND LIST OF KEY PROSPECTIVE BUYERS.
NATIONAL CHAMBER FOR WOODWORKING INDUSTRY APPROACHED

TO CO-SPONSOR EMBASSY PROMOTION OF EXPO'75, FOREST
PRODUCTS MACHINERY AND EQUIPMENT EXPOSITION,
ATLANTA, JUNE 6-8.

LETTER PREPARED BY CM FOR PROMOTION OF EXPO'75,
FOR MAILING TO 200 PROSPECTIVE BUYERS.
TRAVEL AGENCY ENGAGED TO ASSIST GROUP TRAVEL FOR
KEY PROSPECTIVE BUYERS TO EXPO'75.

CAMPAIGN #9 - ADVANCED BUILDING EQUIPMENT, SYSTEMS, AND
TECHNOLOGY (JUDKINGS)

1.1 EXHIBITION NOW RESCHEDULED FOR TRADE CENTER FOR
SEPTEMBER, 1975.

1.2 REGULAR CONTACT MAINTAINED WITH SEVERAL SOURCES
IN PUBLIC AND PRIVATE SECTORS.

1.3 12 PUBLICATIONS RECEIVED REGULARLY. 2 ADDITIONAL
PUBLICATIONS DISCOVERED AND SUBSCRIPTIONS MADE.

2.1 TOP'S HAVE BEEN SLOW, WITH SOME BEING HANDLED
DIRECTLY RATHER THAN THROUGH USUAL CHANNELS.
CONEXPO '75 DISCUSSED WITH LEADERS OF MEXICAN
NATIONAL CONSTRUCTION CHAMBER, AND INFORMATION
CIRCULARS SENT TO ALL CHAMBER OFFICES IN COUNTRY
WITH SPECIAL INVITATIONS TO 12 KEY PROSPECTS. FULL
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PAGE 05 MEXICO 02350 172218Z

RESULTS ON ATTENDANCE NOT KNOWN, THOUGH AT LEAST
22 ATTENDED FROM INTERNATIONAL HARVESTER ALONE.

2.4 BRAINSTORMING SESSIONS WILL BEGIN IN EARNEST IN
MAY, 1975.

3.1 SEVERAL OFFICIALS OF US. FIRMS ASSISTED. 9 LETTERS
OF INQUIRY ANSWERED. 9 ADS'S HAVE BEEN PROCESSED.

3.2 IMPORTABILITY OF ABOUT 15 PRODUCTS CHECKED WITH
SIC. ONLY ONE WAS IMPORTABLE.

4.1 CONSTRUCTION PROGRAMS OF GOVERNMENT WILL BE CARRIED
OUT ONLY THROUGH INDECO AND INFONAVIT. LITTLE CAN
BE DONE TO CHANGE THIS POLICY AND HELP AMERICAN
FIRMS TO ENTER PUBLIC HOUSING MARKET, EXCEPT WHERE
NEW TECHNOLOGIES CAN BE USED BY ABOVE AGENCIES.

CAMPAIGN #10 - AVIONICS AIRPORT EQUIPMENT (PARSONS)

2.1 COMPLETED.

ACTION A-2-A: MEXICO CITY TRADE OPPORTUNITY PROGRAM IS ON SCHEDULE, WITH 133 RECORDED BY MID-MARCH. INCREASE IN TOP'S NOTED THROUGH CONCENTRATION AT AMERICAN EMBASSY BOOTH IN TRADE CENTER DURING MAJOR EXHIBITION. OVER 40 TOP'S RECORDED DURING LAST TWO SHOWS. GUADALAJARA AND MONTERREY BELIEVED OVER GOALS AT THIS DATE.

ACTION A-3-C: PLANS FOR COMMERCIAL MONTHLY NEWSLETTER ARE NEARING FRUITION. THIS IS A JOINT VENTURE BETWEEN THE AMERICAN CHAMBER OF COMMERCE OF MEXICO, USIS, THE E/C SECTION AND OTHER EMBASSY SECTIONS. FINAL MOCK-UPS ARE READY AND PRINTING WILL BEGIN SOON IF FINANCIAL DETAILS CAN BE WORKED OUT.

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Message Attributes

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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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Disposition Remarks:
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